

BRISCOE NOW BUILDS
ALL PARTS OF AUTOSTen Factories Turn Raw Material
Into Finished Product.

Official announcement is made by Benjamin Briscoe, president of the Briscoe Motor Corporation, through the latter's local representatives, Miller Bros., that the big Michigan company has taken over the operation of practically all plants making parts entering into the Briscoe car. Cars are now being completed in the ten Briscoe factories. The plan has been in operation for several months, but the news had not been given out for publication until today.

The announcement contains the information that motors, frames, transmissions, forgings, axles, fenders, steering gears, and practically all other parts of the car, with the exception of a few accessories and specialties, are now being created from the raw material to the finished product on the car by the Briscoe people, instead of depending upon parts makers.

The overwhelming demand for Briscoe cars over all the country, called for this action in order to speed up deliveries. The announcement was made coincident with the election of S. H. Humphrey to the office of vice president in charge of manufacturing. Mr. Humphrey was formerly vice president of the Chalmers Motor Company, Detroit, Mich., and is well known in automobile circles as one of the greatest quantity producers in the industry, being one of the originators of the "progressive" methods of manufacturing.

The ten Briscoe factories cover over thirty-four acres of ground. Automobile accessories and parts of this system of operation will ultimately insure the Briscoe Motor Corporation being the third or fourth largest automobile producer in the United States.

Mr. Miller said today: "This announcement will be a relief to many of this city and surrounding territory with much enthusiasm and satisfaction, for the reason that people are simply hungry for this wonderful Briscoe car, which contains Benjamin Briscoe's half million dollar investment in the Briscoe car, and a number of German, French and Swiss engineers."

No car that has been placed on the market in the past few years has made the tremendous impression that this Briscoe has. At \$25 it is the superlative value of the year. However, apparently the Briscoe Motor Corporation, in its endeavor to satisfy demand, finds that it could not do so without building the car from the raw material to the finished product. It took a herculean effort to put this policy into operation, but it means that Briscoe purchasers will be taken care of with more speed, and will come nearer satisfying the demand for cars.

"It is the belief of Benjamin Briscoe that no company will permanently succeed in the market unless it aims to build all its parts in factories which it owns. The Briscoe Motor Corporation now has complete control of the entire manufacturing process, from the raw material into the car, commencing with the raw material. It means increased quality in the car, better workmanship and thorough inspection of materials—in a word, a car that everyone, regardless of his wealth or social standing, will be glad to own."

PACKARD TWIN SIX
ADAPTED TO POOR GASImprovements in Motor Construction
Offset Effect of Inferior Fuel.

The motoring public will have opportunity within the next few days to see and to witness in operation the first cars of the new series of Packard Twin Six automobiles. Demonstrating cars are being shipped in increasing numbers from the factory in Detroit, country-wide to the dealers.

Some of the dealers already have their first cars on exhibition. Fifty more cars are in transit. By September 15, the new cars will be in the hands of the dealers. The new cars will have the new model being the public. Meanwhile, the plant is being visited daily by delegations of gentlemen seeking to become familiar with the mechanical detail of the latest Packard.

Certain improvements in motor construction have been effected in the new car, largely for the purpose of adapting the engine to the use of the present low-grade gasoline. The engineers believe that the new Twin Six engine is pre-eminently capable in the handling of the poor gasoline with which motorists are familiar. High test gas is not easily obtainable in the most favored localities nowadays. The fuel commonly available is casing head gas. In the Twin Six engine, the arrangement for heating the fuel, the position of the intake manifold and other features of the design are perfected with the present situation in gasoline particularly in mind.

Economy of gasoline consumption, rapidity of pick-up, wide range of ability on high gear, smoothness of action at all speeds and surplus power for hill climbing are identified with the new Twin Six to an even greater degree than in the preceding model.

CHEVROLET 1917 PRICE
CREATES SENSATION"Four-Ninety," with Electric Lights
and Starter, at \$490

There has been no end of favorable comment in automobile circles over the unexpected and rather sensational announcement of the Chevrolet Motor Company that from August 25 its famous "Four-Ninety" model cars, which had been equipped with electric lights and starter at the \$490 price.

It was at the Automobile Show of 1915 in New York that this car was first introduced to the motoring public. It was the first car to be priced at \$490, with electric lights and starter, at \$530. The Chevrolet Motor Company stated, however, that the name "Four-Ninety" was really intended to express the price of this car, and that as soon as the company's manufacturing facilities and production justified it, the price would be \$490.

In the meantime, the Chevrolet Motor Company has completed what it claims is the best motor plant in this country, has built and equipped an up-to-the-minute assembly plant, has acquired a complete transmission plant, and has in operation seven large assembling plants. In addition, a volume of production has been reached, which, with the greatly increased manufacturing facilities, enables the Chevrolet Motor Company to make good its original promise.

At the new price the Chevrolet "Four-Ninety" is, by a substantial margin, the lowest-priced electric-lighted and started car in the world. It has a number of other features generally associated with much higher priced cars, such as its powerful valve-in-head motor, selective sliding gear transmission with three speeds forward, and distinctive appearing body.

NEW JEFFERY SIX
MAKES RECORD RUNCar Covers 493 Miles From Dawn
to Dusk.

From Milwaukee to Houghton, Mich., in a single day, a feat that has been tried unsuccessfully many times by many makes of cars, has just been achieved by the new Jeffery Six. The Jeffery, a brand-new stock car in every respect, delivered in the ordinary routine of business the day before the start covered the 493 miles between the two points in exactly 14 hours and 41 minutes running time, averaging 34.5 miles per hour.

The record-setting Jeffery was driven by N. E. Omond, Milwaukee distributor of the Jeffery line. With him were three passengers, including George H. Moeller, of the Milwaukee Sentinel, who acted as official observer and timer.

The combined weight of the car's four occupants was 72 pounds, while 156 pounds of luggage were carried. From Menominee, Mich., on the car carried five passengers, E. C. Hansen the Jeffery dealer at Houghton, joining the party there.

The car had regular stock equipment throughout. At least a third of the journey was over exceedingly bad roads. In fact, for about thirty-five miles between Escanaba and Marquette, Mich., and for about thirty miles between the latter town and the finish, the roads were nothing but narrow, winding wagon trails through wooded wilderness.

Gasoline consumption averaged 12.1-2 miles to the gallon while only half a gallon of oil was required for the whole trip. This is a most economical showing, considering the fact that the car was pushed over the road with utter disregard for fuel economy. Under ordinary circumstances the gasoline consumption of the same car averages a gallon to every fifteen or sixteen miles. The entire trip was made on high gear. As for the motor, it was left absolutely to itself from start to finish. It required no attention; not the slightest adjustment of any kind was made. If anything, the motor was in better shape at the finish than at the start.

Another unusual feature of the run was the comfort with which the car's occupants made the trip. This was due both to the quality of the upholstery job on the new six and to the oversized, inherently balanced crankshaft inhibiting vibration at all speeds.

HAYNES NEW ROADSTER
FOR FOUR NOW READYDesigned for Town Driving and
Country Touring.

The Haynes Automobile Company is making deliveries of a new four-passenger roadster, which is offered on either the Haynes "Light Six" or "Light Twelve" chassis. The new small party car is the successor to the Haynes three-passenger "So-Shield" roadster, and in body lines and general appearance it resembles the former Haynes model to a great extent.

The front seats of the new car are divided, and the aisle between them affords quick and easy passage to the tonneau. The rear seat is amply wide for two passengers, and when circumstances require, it will accommodate three persons. The rear passengers are given an extra amount of leg room by sloping the back of the front seats downward and forward. The seats and the sides of the tonneau are upholstered in hand-buffed leather, which in turn is covered by water-proof seat covers cut from a soft gray cloth. The car is low hung and evenly balanced, and the running boards have a ground clearance of ten inches.

The new motor and wheelbase of the Haynes "Light Six" and "Light Twelve" models are particularly adapted for roadster service. "For town driving their ease of control appeals to the large number of women drivers, while their pulling power and easy riding qualities mark them as favorites in overcoming the varied road conditions in cross-country touring.

On account of their wide range of speed the Haynes "Light Six" and "Light Twelve" models are particularly adapted for roadster service. "For town driving their ease of control appeals to the large number of women drivers, while their pulling power and easy riding qualities mark them as favorites in overcoming the varied road conditions in cross-country touring.

OAKLAND CAR OPENS
NEW SHOWROOM HEREIrving Henderson Is General Manager
of Latest Agency.

Under the name of the Washington Oakland Co., Inc., the Oakland car agency in Washington has rented a showroom at 224 Fourteenth street northwest. Irving Henderson is president and general manager.

The Oakland car, which is numbered among one of the original cars built in this country, and as a member of the family group of the General Motors Company, was up until August 1 represented by the Smith-Trew Motor Company. At that time they relinquished the agency, deciding that it was better to give all their attention to the Reo line, which agency they have had for some years. Always a popular car, and sold at a popular price, the Oakland has found a ready sale in Washington. It is built in three different types, a four-cylinder, six and an eight. The four and six models are built in both touring and roadster models, while the eight has been built only in the touring car model.

"I've" Henderson, as he is known to every one along the row, is among the old line dealers of the city. He got his start with the old Washington-Overland Company and afterwards formed a partnership with Percy Rowe under the name of the Henderson-Rowe Auto Co. This firm, by the way, is still in existence, Percy Rowe having bought out Henderson's interest. After selling out his share of the business "I've" joined the sales staff of Hurley & Early, Inc., with whom he remained until the opportunity presented itself to go in business for himself.

In addition to carrying a full line of Oakland cars on his floor he has already laid plans for one of the largest service stations in the city, possession of which he will not be able to get until the present lease expires. When he finally secures possession and makes what alterations in the building he has in mind it will be second to none in the city as a service department. Until he can secure these premises he has arranged for temporary quarters adequate for his ideal of what a service station should be both as to location and room.

A meteorite weighing about twenty tons is reported to have fallen recently at Bezerros, in the state of Pernambuco, Brazil.

MUD HOLE ON RICHMOND
AUTO ROAD TO VANISHMore Aid Is Sought From Capital
Motorists for Improvements.

Chopawamsic Swamp, the Dick Turpin of the Washington-Richmond highway, the Virginia mud-hole that has long been a barrier to automobile travel between the two capitals, and hold holder-up of unsuspecting motor wayfarers, is making its last stand.

If the expectations of the A. A. A. District of Columbia Club are realized, the Prince William County quagmire will pass out of existence forever before the new year arrives.

Bids for the regeneration of the swampland are now in the hands of the Virginia State highway commission, and news of the awarding of a contract for the work is momentarily expected.

Washington merchants and motorists have long looked forward to the day when a good motor road between Washington and Richmond would become a fact, because to the former it means a huge increase in trade and to the latter a new touring ground.

Much of the agitation for an improved Washington-Richmond highway has been carried on by the A. A. A. District of Columbia Club. Not only did the local club subscribe liberally to the fund for the road's construction, but it has worked untiringly to raise a Washington contribution to the work.

The National Capital was expected to contribute \$4,870 to the general fund. Less than half that sum has been obtained, officials of the motor club state, and unless local motorists and merchants come forward within the next few weeks, the largest city on the highway, the city destined to derive the greatest benefit, and the city which was asked the least, will soon enjoy the unenviable reputation of having failed to answer when called in a worthy cause.

Besides contributing \$100 in cash to the fund, the District Club has expended more than \$600 for clerk hire, stationary, postage, etc., in its efforts to obtain subscriptions. Practically every merchant and motorist in the city has been apprised of the propaganda, its why and wherefore, and asked for a small contribution.

While the hotels would be the greatest direct beneficiaries under the construction of the road, it was hoped that they would supply at least one-half of the needed amount, the seeming indifference on the part of many of them has occasioned considerable comment. The subscriptions to date from this source are as follows:

Powhatan Hotel, \$100; Congress Hall Hotel, \$15; Harrington, \$5; Shoreham, \$2; and the Washington Hotel Men's Association, \$100.

Of the other subscriptions received, an anonymous contributor sent in \$200, the Capital Tour Association gave \$100, and a small number of Washington merchants gave \$5 each. The majority came from local motorists, most of whom contributed \$2 each.

Club officials believe that many persons have refrained from subscribing, awaiting the moment when they would be sure that the plan to build the road would succeed. Now that a contract for the work is about to be awarded, the committee in charge of the local fund is hopeful that those who have lagged behind will recognize the importance of "doing it now."

Those who subscribed to the fund during the past week are as follows: J. Leonard, R. B. Behrend, Le Roy Livingston, C. W. Shoemaker, W. C. Gwynn, G. H. Chandler, E. J. Quinn Motor Car Company, H. E. Hermann, B. F. Zimpfer, William Hahn & Company, A. W. Dorsch, Marvin Wesley, Dr. W. P. Reeves, Hurley & Early, Inc., Sterrett and Fleming, Haynes Motor Company, Inc., the Harvey Company, Inc., the Harrington Hotel, M. Goldsmith & Son, P. H. Hill, W. B. Hobbs, F. C. Howard, T. R. Marshall, E. S. Read, Sidney Baldwin, John B. Henderson, Michael Dowd, Charles Rubel & Company, Will C. Sterling, Swartzell, Rheem & Hensley Company, W. D. Elett and Morris Ben.

Stewart Ulman states that when the fund is finally closed, a classified list of the subscribers will be printed and a copy sent to each.

DEMAND FOR AUTOS
WILL EXCEED SUPPLYMakers Scout Idea of a Glutted
Market.

Frequently the fear is expressed that the market is becoming glutted with automobiles, that the time is not far distant when the supply will be far ahead of the demand and that the motor car industry, upon which many thousands of persons are dependent for support, will stagnate and wither from its present proud eminence.

That such predictions are groundless and are not based on the actual conditions in this country, is the statement of Walter E. Fisher, president and general manager of the Maxwell Motor Company, Inc., who backs up his belief with a series of statistics that are of interest to the industry.

"There is a good reason for the increase in production in the Maxwell factories," said Mr. Fisher. "That reason lies in the fact that there are at least 3,000,000 owners of homes and 4,000,000 farmers in the country who are not owners of motor cars and who are natural prospects."

This takes no account of hundreds of thousands of home renters who are well able to buy the kind of a motor car they desire. There you have a minimum of 7,000,000 who will buy the next four years. This means that 1,750,000 will buy each year.

"We have in the United States 11,000 cities and towns of 500 or more population and in these cities and towns are 1,000,000 homes, of whom annually 2,000,000 have bought cars."

"There are 6,500,000 farmers in this country. Their average income last year was \$1,852. Of this number, 1,000,000 now own cars, while 1,500,000 are poor or illiterate. This leaves 4,000,000 farmers unsold."

"Approximately 3,000,000 cars are owned and in use in the United States. The life of the average car is five years. A man who has once owned a car will never be without one. That statement will stand with but isolated exceptions. Assuming that the life of a car is five years, then the annual re-order market is 20 per cent or 600,000 cars yearly."

"The yearly market 1,750,000 and the present re-order market 600,000, the total present annual market is 2,350,000."

"You cannot get behind the figures. There is a good, healthy market for motor cars and there is no immediate prospect of its diminishing. The social, business, agricultural and economic value of the automobile is generally admitted by our population, both urban and rural. With each individual, it is merely a question of the most convenient time for him to buy."

WILDWOOD AT HEIGHT
OF SUMMER SEASONAll Signs Point to Large Patronage in
Early Fall.

Wildwood, N. J., Sept. 9.—Gayety probably reached its zenith last Monday evening when the great masque fete or Maschianza night was held on the boardwalk. Thousands of persons made merry along the beach front and on the great wooden way, while at least 50,000 witnessed the boardwalk frolic.

The esplanade throughout its length was a moving panorama of fun-makers, who, armed with confetti and ribbon spirals of many colors, held forth in Madri Grass fashion, through the hours of the night. While this gayety was in progress on the great wooden way four of Uncle Sam's battleships and torpedo boat destroyers were playing about in the water about five miles from shore and sending the rays of their powerful search lights in all directions and lighting up the scenes on the boardwalk, making a pretty picture and one long to be remembered.

The season of 1916 has about reached its height here now. Thousands of incoming sojourners today swelled the attendance at the dances, card parties, and other social affairs at the hotels and amusement places to a mark hitherto unapproached.

Tomorrow will see the arrival of the advance guard of the representatives of the Sixty-ninth Sun Council of the Great Council of Improved Order of Red Men of the United States, which will hold its sessions here from September 11 to 15, inclusive.

Great preparations have been made by the local tribe, city officials, the board of trade and citizens in general for their entertainment, a very elaborate program has been arranged by the committee of the convention assisted by John B. Wright, the local chairman of the convention. One of the biggest days will be Wednesday, September 13, which will be parade day.

Mr. Wright announces that the Pennsylvania delegation alone has assured him that there would be at least 10,000 men in their section alone. Of course, the States of Delaware, New York, Maryland and New Jersey will also send large numbers to represent them in the great street pageant on that date.

The annual session of the Great Chief of Record's Association will also be held at Wildwood during the week of the convention. This association is made up of the State secretaries from each State, and this assures at least one man for each State in the union.

A public mass meeting was held last Tuesday night at Hunt's Avenue Theater for the purpose of securing the cooperation of every citizen on the island, man, woman, and child, to help in cleaning up and decorating all the houses, hotels and business places, and help in welcoming and entertaining the thousands of delegates and citizens to this patriotic city. This assured the visiting Redskins a welcome such as has never been extended to them by any other city.

Five Mile Beach, as well as Cape May County music lovers, will turn out in large numbers tomorrow night to hear Miss Kathryn McGinley, Wildwood's favorite singer, who will be the soloist at the Wildwood Casino Auditorium, with Director Walter Pfeiffer's orchestra. Miss McGinley came to this beach with her parents as a babe and grew up with the other children of the locality, who are now the men and women who so loyally demonstrate their interest in her successful musical career.

Conservative estimates of the hands raised for the patriotic city, this assured the visiting Redskins a welcome such as has never been extended to them by any other city.

These months are also the best for motor boating as well as motoring and sailing.

Miss Mary Barrett, the soprano, who made her second appearance at the Casino Auditorium last Sunday evening, attended the concert given by the summer chorus. She stated after the concert she had never heard during her long experience and many appearances with choral societies that the country more perfect attack, nor better endings, than last Saturday night. She also stated the tenor balances were most excellent. Director Pfeiffer and the chorus are to be congratulated on the splendid success of their first concert.

Among the larger hotels which keep their doors open to the public for a longer period this season than ever before, are the Edgerton, Inn, the Dorsey, the Reading, the Dayton, the Sheldon, the Savoy, the Sea, the Arlington, the Lyndhurst, the Mirth, the Colonial, the Ruric, the Fenwick, the Wayne, the Beachwood, the Pacific, the Raymond and many others. Nearly all report good bookings over the Red Men's Convention, and up to October 1st.

The opening of the Wildwood Yacht Club annex took place today. It was a gala day for the club. The club will be practically turned over to the Red Men on Monday when they are giving an elaborate feed and entertainment to their friends.

ROUMANIA'S ACTION DUE
TO GREY'S DIPLOMACY

CONTINUED FROM PAGE THREE.

and more to depend on superiority in munitions. The opening of the Straits to the Russian wheat crop will reduce the price of bread in London, and help to settle the very troublesome problem of Russian exchange and internal credit, for Russia's export trade is almost paralyzed.

Of far more importance, it will permit hundreds of vessels laden with munitions, rifles and shells to pass from England, France and America to Odessa and other Black Sea ports. The great problem for Russia, in her effort next spring and summer to get the German invaders off her soil, will be to equip her men and overcome the German superiority in guns and shells, and with her inexhaustible millions she can look forward to a fair prospect of victory over the declining numbers of Von Hindenburg if Constantinople is taken. If not, the unsatisfactory port of Vladivostok will again be congested with munitions which cannot be moved fast enough to meet the needs of the armies. The additional munitions that could come through the captured Dardanelles might easily determine whether 1917 is to be another year of deadlock on the main eastern front or witness the rout of the Germans.

Russia Wants Turkish Capital
So much for the material value of Constantinople to the allied cause. In addition to this must be remembered the sentimental longing of Russia for the city, which is a political fact of importance. Having won Constantinople, Russia will feel that she has won the war if only she can get the Germans out of her invaded provinces and is likely to prove moderate in her territorial demands else-

where. There has been talk of a slow Russian progress through Armenia and Asia Minor which might eventually bring the armies of Grand Duke Nicholas to the Bosphorus, but this has been ridiculed by military men from the beginning. A twelve-hundred-mile march of this description in a country without railways and with few roads, with the prospect of meeting a great Turkish army at its close, would be an impossibility. There are only two ways to take Constantinople if the Straits cannot be forced by sea.

One way leads through Roumania and Bulgaria, and was traversed by the Russian armies in 1878. Skobelev, camping within sight of the capital, was forced to withdraw by a British fleet, Russia, with Roumania on her side, will again repeat his historic march if she can defeat Bulgars and Turks, and this time no English warships will say her armies nay. The fact has never been announced in Parliament, but it is an open secret that back in 1914, before she would sign the pact of London pledging herself not to make a separate peace, Russia expected to make a secret agreement with Britain and France, a secret agreement that neither would oppose her occupancy of Constantinople, but would use every effort to help capture the city for Russia's benefit. I have been informed of the existence of this agreement by an authority whose knowledge is beyond doubt.

The other possible route, as was hinted earlier in this story, lies overland from

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Then will come Turkey, exposed to attack through Thrace from Saloniki, and through Roumania from Russia, with Germany powerless to help her, despite the great consequences for us all that will follow the opening of the Straits. Then will come Austria's turn. And, finally, we can get at Germany, who will grow weaker as her allies and dupes are one by one cut off. The prospect is not a pleasing one, for we will have to wait a long time to square things with the principal enemy, but since we must win and win decisively, and since we have found that a speedy victory on the main fronts is impossible, we must take the slow, roundabout, but sure method.

TO CLOSE ON SUNDAYS
Milwaukee Dealers Will Shut Sales Rooms.

The Milwaukee Automobile Dealers' Association, Inc., of Milwaukee, Wis., has decided to close all salesrooms on Sundays. In order, however, not to break off too abruptly all business formerly done on this day, each dealer has agreed to maintain one man in the salesroom, from 9 a. m. to 6 p. m., for the special purpose of answering telephone calls and giving advice in minor difficulties.

R. A. Clark, dead at 75, in Ashtabula, Ohio, was a double assassin of J. Wilkes Booth, assassin of Lincoln.

Salonki through Macedonia and Thrace. Sea power could help the march of this army and guarantee its communications, and a swift collapse of Bulgaria would almost certainly be followed by a converging march on Constantinople of all the forces engaged in the Near East—Serbian, perhaps, excepted. If Gen. Senarlat, early next spring, finds it possible to lead his French, British, Russian and Italian contingents along the railway through Thrace while a Russian army comes down from the north, a strategic problem will be set the Turkish staff in trusted with the defense of Constantinople which may prove insoluble.

Some time ago, when the question of the possible entry of Roumania into the war was under discussion, a member of the British cabinet answered the objections of a "Westerner" who was protesting that all available strength should be concentrated in France and "sideways" abandoned. He said:

"When an army is unable to break through the line of its opponent it tries to get around his flank. We are for the present unable to break through the German lines on either of the main fronts, and they have no flanks. We use, then, if we try to attack the enemy elsewhere, and if Roumania comes in the chance for a series of campaigns which will be afforded."

"First, we will get Bulgaria out of it. Caught between two fires, she may even quit without a fight, as she did in 1913."

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Phone N. 610.

Containing the names and addresses
of the Washington dealers in well-
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trucks, accessories, and supplies.

Herald readers who fail to find in
this feature what they desire or who
want any further information about the
cars or dealers listed below will receive
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